

ORDER



Orders
Order / Rev: 721402
Alt Order #: 06367448
Product Desc: OBAMA SCHED A
Estimate: 1905
Flight Dates: 10/11/12 - 10/14/12
Original Date / Rev: 10/10/12 / 10/10/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	5	\$35,750.00	\$30,387.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$35,750.00	\$30,387.50	0.00
Totals	5	\$35,750.00	\$30,387.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/14/12	10/14/12	NFL Football Game #1	CM	NFL Football Gam	-----S	:30	2	\$16,000.00	P-2	0.00	NM	2	\$32,000.00
				NFL Football Game #1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$16,000.00		0.00			
2	WUSA	10/12/12	10/12/12	Fri Prime A	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				CSI: NY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$3,000.00		0.00			
3	WUSA	10/11/12	10/12/12	430-5a 9 News Now	CM	M-F 430-5a	---TF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				9News Now @ 430a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		1				\$250.00		0.00			
4	WUSA	10/11/12	10/12/12	6-7a 9 News @ 6a	CM	6-7a	---TF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				9News @ 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		1				\$500.00		0.00			
													Totals	5	\$35,750.00